Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	102	305	431	422	1740	1380	1201	505	268	285	486	0	702	702
Lt Sld Box	254	435	388	322	763	647	537	272	197	234	297	0	409	409
FF 100 Box	416	463	291	204	339	221	149	136	143	67	92	0	211	211
Lt 100 Box	333	382	260	275	299	285	208	466	312	170	144	76	280	204
King	1424	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1525	1146	-379
100	740	804	600	776	693	647	787	1094	827	659	790	1008	768	-240
Lt King	1638	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	2118	1483	-635
Lt 100	1025	1078	952	974	839	916	1122	1404	1050	843	1059	1326	1024	-303
Slim	596	630	507	556	553	532	612	595	567	578	571	685	570	-115
Ul King	743	725	741	755	583	722	736	785	819	688	754	892	731	-161
Ul 100	704	660	653	768	640	677	710	902	842	787	706	842	735	-107
Gold	19	26	20	38	1	14	11	28	19	10	8	25	18	-8
Pref 100	48	36	26	38	27	27	86	25	36	55	73	57	43	-14
Pref Lt 100	131	131	115	90	108	122	155	109	116	122	158	160	123	-38
Tot Salem	8173	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8714	8241	-473
Salem SOM	3.21%	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	2.91%	3.26%	0.36%
Industry Vol	254961	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	299751	252475	-47276

Source: Division Level AIM 185 Reports

Revised: 2/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

51842 9776

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	62	91	66	391	353	349	457	184	180	76	96	0	224	224
Lt Sld Box	81	121	58	332	203	237	221	164	96	83	102	0	162	162
FF 100 Box	103	120	45	124	88	90	82	59	60	60	79	0	81	81
Lt 100 Box	93	82	37	216	112	127	209	144	98	102	55	7	118	111
King	816	895	657	693	639	717	664	769	654	614	656	873	696	-177
100	455	482	340	346	366	448	381	509	382	425	321	502	400	-102
Lt King	797	824	660	675	613	774	744	756	599	629	605	881	688	-193
Lt 100	485	469	430	326	389	467	437	488	386	458	304	532	415	-117
Slim	214	225	229	223	191	256	215	279	198	187	185	218	219	1
Ul King	275	279	250	256	235	273	262	257	262	217	290	289	258	-31
Ul 100	212	185	216	196	200	195	231	214	181	219	280	220	212	-8
Gold	5	2	3	2	3	9	0	5	1	4	4	6	3	-2
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
													0	
Tot Salem	3599	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3529	3466	-63
Salem SOM	3.52%	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.12%	3.54%	0.42%
Industry Vol	102156	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	113106	97793	-15313

Source: Division Level AIM 185 Reports

Revised: 2/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	106	136	379	276	316	526	356	365	147	121	215	0	284	284
Lt Sld Box	87	164	181	141	151	201	159	162	100	36	90	0	139	139
FF 100 Box	125	163	105	63	62	27	56	57	35	21	79	0	67	67
Lt 100 Box	90	150	98	52	54	52	70	53	58	29	75	11	69	58
King	1085	1079	904	1252	961	937	1158	1106	857	880	833	1231	997	-235
100	574	632	476	652	569	561	637	574	515	479	476	700	557	-143
Lt King	924	865	851	894	857	852	928	916	808	774	850	1068	860	-208
Lt 100	616	609	511	617	552	594	733	600	562	506	574	736	586	-150
Slim	247	317	289	303	226	208	285	266	245	233	213	262	259	-4
Ul King	169	178	189	157	151	163	192	183	185	162	170	182	173	-9
Ul 100	170	164	166	176	170	152	200	161	201	143	145	183	168	-15
Gold	8	31	20	39	38	30	0	13	5	5	14	6	20	13
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
													0	
Tot Salem	4201	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	4380	4176	-204
Salem SOM	3.52%	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.33%	3.55%	0.21%
Industry Vol	119503	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	131359	117690	-13669

Source: Division Level AIM 185 Reports

Revised: 2/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

Queens

51842 9778

Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	296	220	329	352	677	1018	461	485	256	86	185	0	407	407
Lt Sld Box	338	322	285	413	435	483	332	357	267	147	112	0	315	315
FF 100 Box	218	274	238	134	158	173	150	179	117	95	90	0	161	161
Lt 100 Box	208	379	163	164	135	171	159	229	157	131	126	34	181	147
King	1283	1270	1166	8497	1044	977	1104	2892	999	975	1113	1620	2004	384
100	711	675	668	778	613	543	748	889	633	629	662	894	684	-211
Lt King	1245	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1587	1145	-442
Lt 100	840	697	699	924	677	603	837	914	759	669	786	974	757	-217
Slim	372	425	324	368	317	310	351	372	329	321	365	400	348	-52
Ul King	315	303	328	356	275	255	360	384	374	314	353	406	330	-75
Ul 100	323	330	305	416	288	314	388	387	361	320	321	381	343	-38
Gold	18	45	11	288	144	145	109	42	19	42	14	25	86	61
Pref 100	18	11	5	19	7	7	22	15	21	11	14	17	13	-4
Pref Lt 100	48	32	29	35	33	38	27	53	26	71	38	52	38	-14
													0	
Tot Salem	6233	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	6390	6812	422
Salem SOM	3.76%	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.36%	4.01%	0.65%
Industry Vol	165926	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	190018	169932	-20086

Source: Division Level AIM 185 Reports

Revised: 2/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

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Brand Style	Pipeline	Post DTS										Base vs. Test		
Volume in Cartons	New Graphics 5 wk avg 9/28/97 - 11/1/97	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	566	752	1205	1441	3086	3273	2475	1539	851	568	982	0	1617	1617
Lt Sld Box	761	1042	912	1208	1552	1568	1249	955	660	500	601	0	1025	1025
FF 100 Box	862	1020	679	525	647	511	437	431	355	243	340	0	519	519
Lt 100 Box	724	993	558	707	600	635	646	892	625	432	400	128	649	521
King	4608	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	5249	4843	-407
100	2481	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	3105	2409	-696
Lt King	4604	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	5654	4175	-1478
Lt 100	2966	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	3569	2781	-787
Slim	1429	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1565	1396	-169
Ul King	1502	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1768	1492	-276
Ul 100	1409	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1626	1457	-169
Gold	50	104	54	367	186	198	120	88	44	61	40	62	126	64
Pref 100	66	47	31	57	34	34	108	40	57	66	87	74	56	-18
Pref Lt 100	179	163	144	125	141	160	182	162	142	193	196	213	161	-52
Tot Salem	22206	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	23012	22695	-317
Salem SOM	3.46%	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.13%	3.56%	0.42%
Industry Vol	642546	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	734233	637890	-96343

Source: Division Level AIM 185 Reports

Revised: 2/2/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

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Brand Style	Post DTS														Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	305	431	422	1740	1380	1201	505	268	285	486	340	680	1463	489	0	714	714
Lt Sld Box	435	388	322	763	647	537	272	197	234	297	354	943	1675	573	0	546	546
FF 100 Box	463	291	204	339	221	149	136	143	67	92	116	193	183	236	0	202	202
Lt 100 Box	382	260	275	299	285	208	466	312	170	144	250	212	248	225	76	267	191
King	1213	1046	1175	1061	1051	1166	1427	1178	904	1242	1130	1031	1136	1089	1525	1132	-393
100	804	600	776	693	647	787	1094	827	659	790	969	687	794	771	1008	778	-229
Lt King	1502	1439	1471	1222	1490	1495	1961	1435	1228	1584	1575	1365	1634	1409	2118	1486	-632
Lt 100	1078	952	974	839	916	1122	1404	1050	843	1059	1052	989	1075	1047	1326	1029	-298
Slim	630	507	556	553	532	612	595	567	578	571	564	586	545	536	685	567	-118
Ul King	725	741	755	583	722	736	785	819	688	754	795	828	719	644	892	735	-156
Ul 100	660	653	768	640	677	710	902	842	787	706	698	706	691	665	842	722	-120
Gold	26	20	38	1	14	11	28	19	10	8	3	9	18	8	25	15	-10
Pref 100	36	26	38	27	27	86	25	36	55	73	67	35	49	45	57	45	-12
Pref Lt 100	131	115	90	108	122	155	109	116	122	158	177	120	137	111	160	127	-34
Tot Salem	8390	7469	7864	8868	8731	8975	9709	7809	6630	7964	8090	8384	10367	7848	8714	8364	-350
Salem SOM	3.23%	3.06%	3.07%	4.01%	3.65%	3.46%	3.48%	3.13%	2.66%	2.98%	3.32%	3.28%	3.71%	3.20%	2.91%	3.30%	0.39%
Industry Vol	259784	244128	256552	221213	239281	259164	278779	249548	249084	267221	243780	255393	279630	245260	299751	253487	-46264

Source: Division Level AIM 185 Reports

Revised: 3/5/98

Source: https://www.industrydocuments.ucsf.edu/docs/ycbp0000

Brand Style	Post DTS														Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	91	66	391	353	349	457	184	180	76	96	150	575	177	177	0	237	237
Lt Sld Box	121	58	332	203	237	221	164	96	83	102	109	220	214	192	0	168	168
FF 100 Box	120	45	124	88	90	82	59	60	60	79	108	34	88	72	0	79	79
Lt 100 Box	82	37	216	112	127	209	144	98	102	55	48	159	177	282	7	132	125
King	895	657	693	639	717	664	769	654	614	656	659	682	671	811	873	699	-174
100	482	340	346	366	448	381	509	382	425	321	328	453	381	432	502	400	-103
Lt King	824	660	675	613	774	744	756	599	629	605	668	684	645	700	881	684	-197
Lt 100	469	430	326	389	467	437	488	386	458	304	379	432	354	498	532	416	-117
Slim	225	229	223	191	256	215	279	198	187	185	206	149	180	271	218	214	-4
Ul King	279	250	256	235	273	262	257	262	217	290	257	190	251	270	289	254	-36
Ul 100	185	216	196	200	195	231	214	181	219	280	203	113	135	260	220	202	-18
Gold	2	3	2	3	9	0	5	1	4	4	0	4	1	2	6	3	-3
Pref 100	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	3775	2991	3780	3392	3942	3903	3828	3097	3074	2875	3115	3696	3274	3967	3529	3479	-49
																0	
Salem SOM	3.72%	2.99%	3.99%	4.03%	3.88%	3.91%	3.37%	3.21%	3.44%	2.98%	3.05%	4.25%	3.36%	3.86%	3.12%	3.56%	0.44%
Industry Vol	101485	100125	94712	84087	101489	99906	113549	96611	89420	96548	102277	86915	97335	102779	113106	97660	-15446

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

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Brand Style	Post DTS														Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	136	379	276	316	526	356	365	147	121	215	176	337	369	295	0	287	287
Lt Sld Box	164	181	141	151	201	159	162	100	36	90	84	308	403	381	0	183	183
FF 100 Box	163	105	63	62	27	56	57	35	21	79	33	47	112	82	0	67	67
Lt 100 Box	150	98	52	54	52	70	53	58	29	75	39	47	71	46	11	64	53
King	1079	904	1252	961	937	1158	1106	857	880	833	824	793	1331	1047	1231	997	-234
100	632	476	652	569	561	637	574	515	479	476	508	437	576	605	700	550	-150
Lt King	865	851	894	857	852	928	916	808	774	850	809	766	966	982	1068	866	-202
Lt 100	609	511	617	552	594	733	600	562	506	574	579	493	701	684	736	594	-142
Slim	317	289	303	226	208	285	266	245	233	213	237	229	251	262	262	255	-7
Ul King	178	189	157	151	163	192	183	185	162	170	195	177	142	179	182	173	-9
Ul 100	164	166	176	170	152	200	161	201	143	145	156	139	171	192	183	167	-16
Gold	31	20	39	38	30	0	13	5	5	14	10	4	4	1	6	15	9
Pref 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pref Lt 100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tot Salem	4488	4169	4622	4107	4303	4774	4456	3718	3389	3734	3650	3777	5097	4756	4380	4217	-162
Salem SOM	3.57%	3.58%	3.83%	3.59%	3.44%	3.94%	3.56%	3.22%	3.23%	3.47%	3.29%	3.52%	4.06%	4.11%	3.33%	3.61%	0.27%
Industry Vol	125866	116530	120681	114468	125127	121020	125151	115455	105054	107543	111033	107335	125661	115722	131359	116903	-14455

Source: Division Level AIM 185 Reports

Revised: 3/5/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0090

Queens

51842 9783

Brand Style	Post DTS														Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	220	329	352	677	1018	461	485	256	86	185	160	349	514	388	0	391	391
Lt Sld Box	322	285	413	435	483	332	357	267	147	112	170	641	654	548	0	369	369
FF 100 Box	274	238	134	158	173	150	179	117	95	90	95	77	173	178	0	152	152
Lt 100 Box	379	163	164	135	171	159	229	157	131	126	123	311	139	152	34	181	147
King	1270	1166	8497	1044	977	1104	2892	999	975	1113	1084	1395	8708	906	1620	2295	675
100	675	668	778	613	543	748	889	633	629	662	639	526	890	617	894	679	-215
Lt King	1230	1115	1427	1022	899	1167	1456	1087	900	1148	1145	1449	1466	958	1587	1176	-410
Lt 100	697	699	924	677	603	837	914	759	669	786	749	884	964	709	974	777	-197
Slim	425	324	368	317	310	351	372	329	321	365	322	353	335	325	400	344	-56
Ul King	303	328	356	275	255	360	384	374	314	353	327	306	351	352	406	331	-74
Ul 100	330	305	416	288	314	388	387	361	320	321	349	291	368	349	381	342	-39
Gold	45	11	288	144	145	109	42	19	42	14	19	5	67	14	25	69	44
Pref 100	11	5	19	7	7	22	15	21	11	14	13	16	16	11	17	13	-4
Pref Lt 100	32	29	35	33	38	27	53	26	71	38	52	38	46	39	52	40	-12
Tot Salem	6213	5665	14171	5825	5936	6215	8654	5405	4711	5327	5247	6641	14691	5546	6390	7161	771
Salem SOM	3.76%	3.58%	7.66%	3.94%	3.82%	3.69%	4.60%	3.27%	2.82%	2.68%	3.28%	4.28%	7.55%	3.87%	3.36%	4.26%	0.90%
Industry Vol	165155	158053	185050	147716	155503	168625	187992	165289	166806	199130	159979	155078	194586	143320	190018	168020	-21998

NYC DOC Salem FF King included in weekly shipments	7200	1890	7650	1196	0.71%
Salem SOM change ex. DOC				**3.55%**	**0.19%**

Source: Division Level AIM 185 Reports

Revised: 3/5/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000

Total

51842 9784

Brand Style	Post DTS														Base vs. Test		
Volume in Cartons	w/e 11/8	w/e 11/15	w/e 11/22	w/e 11/29	w/e 12/6	w/e 12/13	w/e 12/20	w/e 12/27	w/e 1/3	w/e 1/10	w/e 1/17	w/e 1/24	w/e 1/31	w/e 2/7	WK AVG prior to New Graphics 6/29/97 - 9/27/97	WK AVG since DTS 11/3/97	Diff
FF Sld Box	752	1205	1441	3086	3273	2475	1539	851	568	982	826	1941	2523	1349	0	1629	1629
Lt Sld Box	1042	912	1208	1552	1568	1249	955	660	500	601	717	2112	2946	1694	0	1265	1265
FF 100 Box	1020	679	525	647	511	437	431	355	243	340	352	351	556	568	0	501	501
Lt 100 Box	993	558	707	600	635	646	892	625	432	400	460	729	635	705	128	644	516
King	4457	3773	11617	3705	3682	4092	6194	3688	3373	3844	3697	3901	11846	3853	5249	5123	-126
100	2593	2084	2552	2241	2199	2553	3066	2357	2192	2249	2444	2103	2641	2425	3105	2407	-698
Lt King	4421	4065	4467	3714	4015	4334	5089	3929	3531	4187	4197	4264	4711	4049	5654	4212	-1441
Lt 100	2853	2592	2841	2457	2580	3129	3406	2757	2476	2723	2759	2798	3094	2938	3569	2815	-754
Slim	1597	1349	1450	1287	1306	1463	1512	1339	1319	1334	1329	1317	1311	1394	1565	1379	-186
Ul King	1485	1508	1524	1244	1413	1550	1609	1640	1381	1567	1574	1501	1463	1445	1768	1493	-275
Ul 100	1339	1340	1556	1298	1338	1529	1664	1585	1469	1452	1406	1249	1365	1466	1626	1433	-193
Gold	104	54	367	186	198	120	88	44	61	40	32	22	90	25	62	102	40
Pref 100	47	31	57	34	34	108	40	57	66	87	80	52	65	56	74	58	-16
Pref Lt 100	163	144	125	141	160	182	162	142	193	196	229	158	183	150	213	166	-46
Tot Salem	22866	20294	30437	22192	22912	23867	26647	20029	17804	19900	20102	22498	33429	22117	23012	23221	209
Salem SOM	3.51%	3.28%	4.63%	3.91%	3.69%	3.68%	3.78%	3.19%	2.92%	2.97%	3.26%	3.72%	4.79%	3.64%	3.13%	3.65%	0.52%
Industry Vol	652290	618836	656995	567484	621400	648715	705471	626903	610364	670442	617069	604721	697212	607081	734233	636070	-98163

NYC DOC Salem FF King included in weekly shipments

7200 1890 7650 1196 0.19%

Salem SOM change ex. DOC **3.46%** **0.33%**

Source: Division Level AIM 185 Reports

Revised: 3/5/98

Source: https://www.industrydocuments.ucsf.edu/docs/yqbp0000